



PACIFIC COAST

sunglasses



Silver Mirror KD's
see page 2



Airfoil[®] • Chix[®] • Kickstart[®]

2025 CATALOG

THE ORIGINAL

The Original

\$5.25ea
(Polarized \$7.80)
Retail: \$14.95 / \$21.95



20% Bigger

XKD's

\$5.80ea
(Polarized \$8.20)
Retail: \$16.95 / \$23.95



All KD's have
100% Shatterproof
Polycarbonate Lens

All KD's
frames are: **Rxable**

**S 787.1
RATED**

Exceeds ANSI
UVA/UVB Standards



COLOR FRAMES

KD's®

XKD's®

20% Bigger



MATTE FRAMES

KD's®

XKD's® 20% Bigger

22120
Matte Black Frame
Rose Lens
\$5.25ea
Retail: \$14.95

12120
Matte Black Frame
Rose Lens
\$5.80ea
Retail: \$16.95

21120
Matte Black Frame
Dark Gray Lens
\$5.25ea
Retail: \$14.95

11120
Matte Black Frame
Dark Gray Lens
\$5.80ea
Retail: \$16.95

20010
Matte Black Frame
Smoke Lens
\$5.25ea
Retail: \$14.95

10010
Matte Black Frame
Smoke Lens
\$5.80ea
Retail: \$16.95

20019
Matte Black Frame
Gray

\$7.80ea
Retail: \$21.95

10019
Matte Black Frame
Gray

\$8.20ea
Retail: \$23.95

20015
Matte Black Frame
Clear Lens
\$5.25ea
Retail: \$14.95

10015
Matte Black Frame
Clear Lens
\$5.80ea
Retail: \$16.95

21112
Matte Black Frame
Yellow Lens
\$5.25ea
Retail: \$14.95

11112
Matte Black Frame
Yellow Lens
\$5.80ea
Retail: \$16.95

20012
Matte Black Frame
Blue Lens
\$5.25ea
Retail: \$14.95

10012
Matte Black Frame
Blue Lens
\$5.80ea
Retail: \$16.95

2000
Matte Black Frame
Gold Mirror Lens
\$5.25ea
Retail: \$14.95

1000
Matte Black Frame
Gold Mirror Lens
\$5.80ea
Retail: \$16.95

Added glare
protection



KD's

XKD's 20% Bigger

21269

Chill Green Frame/
Gray Lens

New!

11269

Chill Green Frame/
Gray Lens

2019

Black Frame/
Gray Lens

1019

Black Frame/
Gray Lens

20129

Black Frame/
Yellow Lens

10129

Black Frame/
Yellow Lens

20019

MATTE Black Frame/
Gray Lens

10019

MATTE Black Frame/
Gray Lens

10029

Tortoise Frame/
Amber Lens

\$7.80ea

Retail: \$21.95

\$8.20ea

Retail: \$23.95

DAY2NITE

Note: Photochromic lenses require UV light to change and therefore will not work under a face shield or in a car. The lenses will not fully darken in very hot weather. Allow 7 light/dark cycles to achieve the fullest effect when new.

**Lenses
that
Change**

**with
the
Light.**



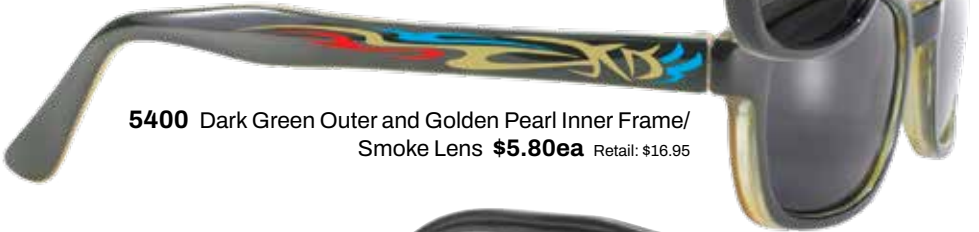
See on page 23

*Special Arm and
Frame Graphics*

GRAPHIC



3010 Flames/Smoke Lens **\$5.80ea** Retail: \$16.95



5400 Dark Green Outer and Golden Pearl Inner Frame/
Smoke Lens **\$5.80ea** Retail: \$16.95



2021 Camo KD's / Smoke Lens
\$5.80ea Retail: \$16.95



Sold by the piece.



Wear Over Eyeglasses

Airfoil 9300

- Can be worn over most prescription eyeglasses or as a regular goggle
- Antifog lens
- Soft foam padding
- 100% shatterproof polycarbonate lens
- S Z87.1 rated



9300
Black Frame
Smoke Silver
Mirror Lens

9305
Black Frame
Clear Lens



9312
Black Frame
Yellow Lens

\$22.65ea
Retail: \$41.95

See page 23 for the **Day2Nite Fit Overs**
See page 13 for the **Polarized Fit Overs**

Airfoil 8010

- Foldable goggle
- Flexible nose bridge
- Soft foam padding
- 100% shatterproof polycarbonate lens
- S Z87.1 rated



8010
Chrome Frame
Silver Mirror Lens

\$15.25ea
Retail: \$32.95

Need a closer look at our Airfoil Goggles?
Scan the QR code to see the full line.



Nomad



- Hinged design allows for a custom-made fit and feel
- Folds easily into a pouch or pocket
- Dense foam padding
- 100% shatterproof polycarbonate lens

\$6.15ea

Retail: \$16.95

See page 12 for the **Polarized Nomad**



4520
Black Frame
Smoke Lens



45212
Black Frame
Yellow Lens



4525
Black Frame
Clear Lens



4521
Tortoise Frame
Brown Gradient Lens



The Beast

Full Coverage Goggle

- Can be worn over many styles of prescription eyeglasses or as a regular goggle
- Soft foam padding
- 100% shatterproof polycarbonate lens
- Available in Smoke, Yellow or Clear lens



4590
Black Frame
Smoke Lens



45912
Black Frame
Yellow Lens



4595
Black Frame
Clear Lens

\$12.75ea

Retail: \$24.95



GOGGLES

Airfoil

Interchangeable
Lens Kits



Allows for Prescription Lenses

An optometrist can place your prescription into the frames of these goggles.

(Using the extra set of lenses as a template.)



Airfoil 7600 Series

\$16.50ea

Retail: \$31.95

- Each includes the lens color sets as shown
- Dense foam padding
- Free pouch with every goggle

7600

Smoke lenses



Blue Clear Gold Mirror

7617

Gray polarized lenses



Blue (Non-polar)

\$16.50ea

Retail: \$32.95



\$4.50/set

Retail: \$9.95

Available Extra Lenses for 7600 Series



97600

97601

97602

97605

97610

97612

97615

97620

Airfoil 9100

- Converts to a goggle!
- Includes two extra lens colors
- Dense foam padding
- Quick release attachment button
- 100% shatterproof polycarbonate lens

\$19.45ea

Retail: \$37.95

9100

Black Frame
Smoke Lens w/extra
Yellow, and Clear Lenses

Converts to a Goggle!



Quick Release
Attachment
Button

Arms and Strap
interchange in
a snap!

Free Case &
Cleaning Cloth



Free Strap



Road Wrap

\$7.45ea

Retail: \$21.95



4419

Matte Black Frame
Smoke Lens

Blue Ice

\$10.95ea

Retail: \$27.95



6402

Blue Frame
Blue Mirror Lens

Roadstar

\$9.65ea

Retail: \$25.95



4109

Matte Black Frame
Gray Lens

Rally

- Dense foam padding

\$8.65ea

Retail: \$23.95



43019

Black Frame
Gray Polarized Lens



43029

Tortoise Frame
Brown Polarized Lens

Chopper

- Dense foam padding

\$10.40ea

Retail: \$27.95



4369

Black Frame
Gray Lens

Nomad

- Foldable frame
- 100% shatterproof polycarbonate lens
- Dense foam padding

\$9.75ea

Retail: \$26.95



45209

Black Frame
Smoke Lens

Original KD's

2019

Black Frame
Gray Polarized Lens

\$7.80ea

Retail: \$21.95



KD's

XKD's

1019

Black Frame
Gray Polarized Lens

\$8.20ea

Retail: \$23.95

See page 6 for the full **Polarized KD** line!

Heavenly

\$7.45ea

Retail: \$22.95



68309

Black Frame/Gray Lens

TO POLARIZE OR NOT TO POLARIZE?

OFFER BOTH AND LET YOUR
CUSTOMERS DECIDE.



PROS

- Greatly diminishes horizontal glare off oceans, lakes, rivers and streams.
- Riding near bodies of water could be safer as it reduces dangerous glare off water.
- In recent years, polarized lenses have become available in more lens colors, offering even more variety for various riding conditions including overcast days.

CONS

- Polarized lenses may make it more difficult to read LCD (Liquid Crystal Display Screens) such as those at the gas pumps or some instruments.
- Some people say that they want to see the flash of glare off puddles in the road.

“So, what are polarized lenses?”

A common misconception is that polarization means added protection from UV (Ultraviolet) Light. This is not necessarily true.

- UV is the light from the sun that can do lasting damage to the eyes. All lenses sold in the USA have (or should have) UV protection. (All of our sunglasses and goggles meet or exceed UV Standards.)
- Polarized lenses reduce glare by polarizing the harsh horizontal glare off objects, in particular water (lakes, rivers, streams, oceans and puddles in the road). Try them sometime, the difference is remarkable.



Rally Polarized

- Dense foam padding

\$8.65ea

Retail: \$24.95

43019

Black Frame
Gray Polarized Lens



43029

Tortoise Frame
Brown Polarized

Rally

- Dense foam padding
- Available in Smoke, Yellow Mirror or Clear Lens

\$6.15ea

Retail: \$17.95



4302

Black Frame
Smoke Lens

43022

Black Frame
Yellow Mirror

43025

Black Frame
Clear Lens



Cruise

- Dense foam padding

\$5.35ea

Retail: \$16.95



4460

Black Frame
Smoke Lens



Defender

- Can be worn over many styles of eyeglasses
- Soft foam padding
- Z87.1 rated
- Available in Smoke, Yellow or Clear Lens

Wear Over Eyeglasses



\$9.40ea

Retail: \$23.95



5500
Black Frame
Smoke Lens



5505
Black Frame
Clear Lens



5512
Black Frame
Yellow Lens

Boneyard

- Soft foam padding
- 100% shatterproof polycarbonate lens



\$8.20ea

Retail: \$22.95

36310

Black Frame/Gunmetal Trim
Silver Mirror Lens

Chopper

- Dense foam padding
- 100% shatterproof polycarbonate lens
- Available in Smoke, Yellow or Clear lens



\$6.15ea

Retail: \$17.95



4360
Black Frame
Smoke Lens



4365
Black Frame
Clear Lens



43612
Black Frame
Yellow Lens

See page 12 for the **Polarized Chopper**

Kickstart

- Dense foam padding
- Available in Smoke or Clear Lens



\$7.90ea

Retail: \$21.95



4301
Black Frame
Smoke Lens



43015
Black Frame
Clear Lens

PADDED



Adjustable and Removable Strap



Freedom

- Adjustable and removable strap
- Dense foam padding
- Available in Smoke, Yellow or Clear lens



Detaches in a snap!

\$6.00ea

Retail: \$17.95

4310
Black Frame
Smoke Lens

4315
Black Frame
Clear Lens

43112
Black Frame
Yellow Lens

Heat Silver

- Dense foam padding
- 100% shatterproof polycarbonate lens



\$8.20ea

Retail: \$22.95

4440
Silver Frame
Metal Flames
Silver Mirror Lens

Chix

Jewel

- A pretty, protective, serious riding glass
- Dense foam padding



\$9.10ea

Retail: \$22.95

68023
Multi Colored Clear/Black Arms
Smoke Lens

Freedom

- Dense foam padding
- Strap included



\$7.60ea

Retail: \$22.95

43113
Pearl Purple
Gray Gradient

Rally



- Dense foam padding
- Available in Gray Gradient or Clear lens

\$7.30ea

Retail: \$19.95

43023
Pearl Purple
Gray Gradient

43027
Pearl Purple
Clear Lens

Rumble

\$5.45ea

Retail: \$16.95



4450

Black Frame
Smoke Lens

Road Run

\$6.10ea

Retail: \$23.95



4110

Metallic Flake Back Frame
Smoke/Mirror Lens

Big Foot

\$5.40ea

Retail: \$17.95



4480

Black Frame
Smoke Lens

Drifter

\$4.80ea

Retail: \$15.95



4490

Black Frame
Smoke Lens

RIDING



Blues Bros.

\$4.80ea

Retail: \$13.95



2020
Black Frame
Smoke Lens

Chill Bros.

\$4.80ea

Retail: \$13.95



2025
Clear Frame
Smoke/Mirror Lens

Backroad

\$5.45ea

Retail: \$16.95



4470
Matte Black Frame
Smoke Lens



Dirty Harry

- Fits large faces
- 100% shatterproof polycarbonate lens
- Available in Gray Green or Clear lens



\$4.80ea

Retail: \$14.95



81012
Black Frame
Gray Green Lens



81015
Black Frame
Clear Lens

Skinny Joes

- Available in Smoke, Silver Mirror or Colored Mirror lens



\$4.35ea

Retail: \$13.95



1350
Smoke Lens



13518
Colored Mirror Lens



13510
Silver Mirror Lens

Road Wrap

- Available in Smoke or Clear lens



\$4.30ea

Retail: \$13.95



4420
Matte Black Frame
Smoke Lens



4425
Matte Black Frame
Clear Lens

See page 11 for the *Polarized Road Wrap*

Mask

- Great eye protection
- 100% shatterproof polycarbonate lens



\$4.35ea

Retail: \$13.95

4340
Black Frame
Smoke Lens



Spoiler

- Safety glass
- Z87.1 rated
- Available in Smoke, Yellow or Clear lens

\$4.60ea

Retail: \$14.95



5000
Black Arms
Smoke Lens



5005
Black Arms
Clear Lens



5012
Black Arms
Yellow Lens

Vectra

\$7.20ea

Retail: \$19.95



4200
Black Translucent Frame
Smoke with light Silver
Mirror Lens

The Wrap

- Fits large faces
- Available in Smoke, Yellow or Clear lens

\$4.80ea

Retail: \$13.95



207
Black Frame
Smoke Lens



20712
Black Frame
Yellow Lens



2045
Black Frame
Clear Lens

Ready to order?

Visit dealereyewear.com or scan the QR code
Questions? Call (800) 845-5459

*Orders placed before 3:00pm PST
ship the same business day!*



Forever



68223

Purple Frame
Gray Gradient Lens

\$9.30ea

Retail: \$22.95



6822

Black Frame
Gray Gradient Lens

Heavenly Flame



68304

Black Frame
Smoke Lens

\$5.35ea

Retail: \$15.95

Midnight

• Features a faux leather grain



6866

Black Frame Frame
Gray Gradient Lens

\$6.00ea

Retail: \$21.95

Panther



6880

Black Frame
Smoke Lens

\$7.05ea

Retail: \$18.95

WOMEN'S

Chix.



Purple

- A popular frame with women!

\$6.75ea

Retail: \$19.95



2116

Pearl Purple Frame
Gray Gradient Lens

Jewel

- Padded frame
- Dense foam padding

\$9.10ea

Retail: \$22.95



68023

Multi Colored Clear Frame
Black Arms
Smoke Lens

Chix Rally

- Padded Frame
- Dense foam padding
- Available in Gray Gradient or Clear lens

\$7.30ea

Retail: \$19.95



43023

Pearl Purple Frame
Gray Gradient Lens

43027

Pearl Purple Frame
Clear Lens

Chix Freedom

- Padded frame
- Includes detachable strap
- Dense foam padding
- 100% shatterproof polycarbonate lens

\$7.60ea

Retail: \$22.95



43113

Pearl Purple Frame
Gray Gradient Lens

Note: Photochromic lenses require UV light to change and therefore will not work under a face shield or in a car. The lenses will not fully darken in very hot weather. Allow 7 light/dark cycles to achieve the fullest effect when new.



Day2Nite

- 100% Shatterproof Polycarbonate lens
- Includes free case!

\$36.55ea

Retail: \$66.95



Original KD's 2011
Black Frame
Gray Photochromic

XKD's 1011
Black Frame
Gray Photochromic

Airfoil 9311

- 100% Shatterproof Polycarbonate lens
- Soft foam padding
- Can be worn over most prescription glasses
- Includes free pouch and cleaning cloth!

\$60.55ea

Retail: \$110.95



9311
Black Frame
Gray Photochromic

Freedom

- 100% Shatterproof Polycarbonate lens
- Soft foam padding
- Includes detachable strap
- Includes free pouch and cleaning cloth!

\$44.25ea

Retail: \$80.95



Padded Frame

4311
Black Frame
Gray Photochromic

Easy to
order...

POWER PACKS

Mixed
Packs

Assortment may vary based on product availability.

KD's Assorted Dozen

Your choice: A popular array Non-Polarized

KD's

XKD's

1001

\$63.00ea

Retail: \$179.40

1002

\$69.60ea

Retail: \$203.40

3 Dozen Assortment

Includes: 2 identical sets
of lens colors

KD's 18 of
each **XKD's**

88810

\$178.20ea

Retail: \$341.90

WRAP Assortment

A dozen popular wrap styles.



\$70.20ea

Retail: \$180.40

Item #: 88802

PADDED Assortment

A dozen popular padded styles.



\$78.60ea

Retail: \$227.40

Item #: 88801

CHIX Assortment

A dozen popular women's
riding glasses.



\$88.95ea

Retail: \$251.40

Item #: 88808

DEFENDER Assortment

A dozen of our best padded
Fit Over sunglasses.



\$112.80ea

Retail: \$287.40

Item #: 88804

BEAST Assortment

A dozen goggles that fit over
most glasses.



\$153.00ea

Retail: \$299.40

Item #: 88803

Banner

P12

Original KD's® Skull
24" x 36"

\$15.00ea



KD's Window Cling

411

Original KD's® Skull Cling
4" x 6.5"

FREE with \$72 Order
or \$1.00 (retail \$2.95)





KD Skull Bandana



21"x21" polyester/
cotton blend
bandana

Use as a head wrap,
neck scarf, multi-
use rag

\$6.00 ea
Retail: \$11.95

333
KD Skull Bandana
21" x 21"

Stickers

3"
Dia.

Matte Vinyl Sticker with
Permanent Adhesive.



445
KD
Devil

Each comes
in a pack of 12

\$12.00 / doz
Retail: \$2.00 ea



444
KD
Skull



429
Black Neoprene
Kickstart
Exotic Eyes Design

Retainer

Glass not included.

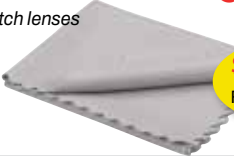
\$1.50 ea
Retail: \$2.95

Strap is 3/4" wide.

Microfiber Cleaning Cloth

Won't scratch lenses

428
Gray
Microfiber
6" x 7"



\$6.00 / doz
Retail: \$1.50 ea

Check our website throughout
the year for New Accessories
not yet shown in this catalog!

Microfiber Pouches

Can be used as a cleaning cloth!
Machine washable



\$1.00 ea
Retail: \$2.95

433
Goggle Pouch
5" x 10" Black



431
Kickstart Pouch
4" x 7" Black



435
Chix Pouch
4" x 7" Black



434
KD's Pouch
4" x 7" Black

Cord Pack

426
One dozen
Black Nylon
Cord pack.

\$9.90 / pack
Retail: \$3.95 ea

Rubber
tube
ends.
Adjusts
by slip
bead.



Mouse Pad

P8 KD's® Skull Pad



\$5.00 ea
Retail: \$10.95

Size: 9.5" x 8"

Felt Coaster

419 Kickstart



\$1.00 ea
Retail: \$2.95

Size: 4" x 4"

KD's® Can Cozie

425 Black Neoprene



\$1.00 ea
Retail: \$2.95



KD's Counter Display

Clear Acrylic
19" High, 5" x 13" Base

Part #: 500

Holds 12 Pair

Kickstart and Chix headers available.



FREE

with \$72 order or \$19.80

Original KD's Metal

Brushed Metal Look
23" High, 12.5" x 6.5" Base

Part #: 533

Holds 18 Pair



FREE

with \$150 order or \$28.70

Airfoil Goggle Rotating Counter Display

Rotating White & Clear Acrylic
24" High, 10" Diameter Base

Part #: 412

Holds 12 Pair



FREE

with \$300 order or \$46.00

Chix Counter Display

Pink Acrylic
19" High, 7" x 11" Base

Part #: 2527

Holds 12 Pair



FREE

with \$125 order or \$23.00

Metal Counter Display

Rotating
27" High, 14" Diameter Base

Part #: 2785

Holds 24 Pair



FREE

with \$300 order or \$51.75

FREE Posters!



P4 Original KD's Tunnel
19"x27"



P5 Original KD's Skull
18"x24"



P3 Original KD's Body
19"x27"



P6 Kickstart Rider
19"x27"

The Five Big Tips for Increasing Sunglass Sales

1 Fill your Displays Don't leave "holes." Make sure that you or your employees fill that empty spot every time a sunglass is sold. Those blank spaces are a distraction and make it look like inventory is low or that perhaps the best styles have already sold.



2 Keep Glasses Clean We love for customers to try on sunglasses; however, fingerprints on lenses can make or break a sale. So keep those glasses shiny.

3 Variety Sells So consider having a variety of sunglasses and goggles available. Customers are more likely to find a product that works well for them if you provide them with more choices. It helps customers stay in the store longer and find an eyewear product that suits their particular needs.

4 Price Range Provide something for everyone and know your customer base. Don't be afraid to carry high ticket and low ticket eyewear providing that they are durable quality products. The range of products allows for more customers to be served.



5 Prepare for Rallies and other Big Events When you know you're going to have more customers coming through your shop, plan ahead. This is also a great time to test a new product that you've been considering for your inventory.

Include our FREE posters in your store! We have sharp looking posters that tell your customers that you sell our eyewear.

Simple Ordering

1. Order by the piece or in any quantity you want. *You don't have to buy in dozens.*

Meet the minimum order total of only **\$72.00**

3. Then choose one of these ordering methods:

Call: 800-845-5459

Online: dealerewear.com

Fax: 800-445-4962

Email: orders@pcsun.com

Business Hours

Our knowledgeable customer service reps are available to take your order

Monday - Friday
8:30 am - 5:00 pm PST.

On-line or Faxed orders
24 hours, 7 days a week

Outside U.S. and Canada
Call 805-925-8778 or
Fax 805-925-8820

OUR GUARANTEE: Our growth and reputation have been based on your trust and satisfaction. If any item does not meet with your approval, simply return it within 30 days for full refund or exchange (shipping charges excluded).

RETURNS: All returns must be shipped prepaid, in resalable condition, and are subject to inspection before a credit is issued. Scratched, bent, or adjusted items will not be accepted. Buyer must contact Pacific Coast Sunglasses, Inc. service department for confirmation and shipping instructions prior to returning any products.

Any order over \$600 or more and you will receive FREE UPS ground shipping.

\$600 FREE SHIPPING BONUS!

**Does not include shipping for displays or COD fees.*

Offer applies to lower 48 states only.

NEW DEALERS WELCOME

dealerewear.com

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